

E-PLUS LOYALTY PROGRAM

SOP

Program Overview:

E-Plus Loyalty program was revamped in 2019 with an objective to expand its reach to the Influencers category. It is a unique loyalty program that connects electricians directly with Havells. It empowers them to earn reward points on every purchase of Havells eligible products which can be redeemed against multiple redemption options.

Products covered:

BCP, EWA (Havells, Crabtree, Standard, Reo), Wire (Havells, Standard & Reo)

*Subject to revision from time to time

Registration:

E-Plus is not an open program. Electricians are registered by Sales Team via Havells More APP(SFA) along with KYC compliance post which members can start scanning and earning points.

- Sales person enters the electrician's mobile no. in SFA
- The electrician receives & shares his OTP with the employee to register
- Sales Person enter all the required profile details of electrician to register
- E-KYC verification is mandatory for successful registration
 - Aadhar Card is a mandatory
 - PAN Card is non mandatory
 - Bank Account details are mandatory
- Once the Electrician is registered, he may login to the E-Plus APP/web portal
- Upon first Login the electrician shall have to self - verify his details to perform any operation (He has to approve the profile details either through App or web mentioned)

E-KYC Compliance:

- E-KYC is mandatory for New and existing Electricians to be able to get Program benefits
- For existing Electrician E-KYC is mandatory for Redemption
- For New Electrician E-KYC is mandatory to accumulate and redeem
- KYC Details are auto verified from govt. site and the owner name- name on aadhar – name on Bank account must match with each other for successful E-verification and Registration

APP Log-In:

- To Login in the Application, electrician need to enter the registered contact number which will generate an OTP
- After log in, electrician needs to select the scheme in which he needs to select E-PLUS Scheme
- After selecting the scheme the app will direct the member towards the Home Page

Accumulation:

- Electricians can accumulate points through scanning via E-Plus App
- Electricians earn instant points in his account against respective coupon
- Electrician receives the SMS upon each scan informing about the points earned
- Each SKU has variable points defined against the same at backend
- To accumulate the PINS electrician can either scan the Barcode or enter 12 digit PIN via E-PLUS APP
- Member can also see the accumulation summary within APP

Redemption:

- Electricians can redeem their accumulated points via E-Plus App anytime against approved DBT
- On selecting the Bank transfer tab a page will open in which user can select its mapped account
- Post selecting the account his bank details will reflect & can enter the eligible amount which he is willing to transfer
- Post entering the amount user needs to select Get OTP, after entering the OTP number amount will get transferred in the mapped account
- Electrician can redeem a maximum of 10,000 points in a day or month

Other Benefits:

- On successful registration with nominee details, Electricians are enrolled in a Group Personal Accident Insurance:
 - Sum Insured Rs. 1 Lakh on Death/Disability
 - 20% compensation on weekly medical bills (up to 1 Lakh max)
 - Weekly compensation of Rs. 1000 per week till such a time that an electrician is not fit to resume work (up to 1 Lakh max)

Program Terms & Conditions:

1. Mandatory E-verification of KYC for New and Existing Electricians
2. User should be an active member to use the App
3. Electrician can login to the app through registered mobile no. and OTP
4. Electrician to self-verify upon 1st time log-in as well as in case of any profile details update
5. On each transaction, electrician will accumulate some rewards points which he can redeem against DBT
6. Upon redemption, amount is transferred to electricians personal registered bank account
7. Yearly Redemption limit is Rs. 18,000/- and TDS isn't applicable on amount redeemed until 18,000/- annually
8. Electrician can view his profile details, Accumulate, Redeem, View scheme information, view transaction history via E-PLUS mobile APP
9. Electrician is eligible for Insurance only if his Insurance is approved. Insurance is approved if the Nominee details are duly updated
10. Electrician shall be eligible for Insurance only w.e.f. his Insurance approval date in system
11. Electrician may use the SOS tab within APP to intimate Havells India Limited about the Insurance claim